Broadband Implementation Committee

Regular Meeting

1pm Zoom

Attendees

Laurel White, Craig Mansfield, Stan Conover, Bruce Harris, Laurel White, Theresa Govert

Entry Point: Devin Cox, Nicole Bayai, Jeff Christiansen

Meeting called to order 1:04pm

Approval of meeting minutes 10/6/2023 Motion made by Stan, 2nd Laurel

Tom requested a motion to amend the agenda and add Technical Discussion with Entry Point to the end of the meeting. Motion moved by Laurel, 2nd Stan

Discussion of October 26, 2023 public meeting

Our social media and email push campaign to Save the Date has had resounding success so far. Tom thinks we are up to 175 people who have gone to the website and registered interest.

Linda and Theresa added community groups, town employees and a private texting campaign to the list of contacts

East Haddam News has not published either of our articles announcing this public meeting that both Irene and Tom wrote. We aren't sure why this has happened and think it may be the election stuff that has sucked all the space.

Theresa will ask Linda to add the website link to the Town facebook page, Tom will ask Linda to add the link to the Town website

There is speculation that people may be shy to click a link in facebook or other social media site for fear of opening an unwelcome window or virus

Nicole showed us a draft of the presentation and it is fabulous. Discussion ensued regarding connecting with local images and making images more like our community rather than a metropolis image. We can send images we take from around town, Devin suggested some of the images they already have like the Goodspeed Opera House and such.

We trouble-shot the presentation for content and information. A decent discussion about consolidation began, adding several different slides to the presentation.

The conclusion that the crux of the sales pitch for buy-in is in reinforcing the understanding that monopolies are the reason we want to own our own network.

Jeff informed us there is a race going on in the industry to be the first to lay fiber, this will transpire into a consolidation after several years and that leads to a single monopoly hosting poor service with little to no interest in who they are servicing.

5G requires fiber to run. The race is who will get all that fiber down first to get the most of this new business. Speculation in the industry thinks TMobile is trying to acquire Frontier, Verizon is sitting on their hands and ATT is standing alone after buying up all the little Bells years ago. It's the way the industry works, we want to avoid this at all costs, literally.

Craig will speak to public safety concerns if they arise at the October 26 meeting.

Linda, IT and Tom will all be at all three presentation meetings on October 26.

The Entry Point logos will be removed from the slides and the East Haddam Fiber logos will be added.

A discussion about the difference between cost and installation cost began, Jeff says the most affordable installation loan will come from the town securing a bond, the second best bet to garner a low interest rate is to go for a grant from the government for rural service. Interest rates today will not be the same tomorrow, so this can't be set firmly.

A brief conversation about adding language into flyers and the public meeting about 1G Synchronicity began. We had removed that from the flyers to prevent confusion about what this means. EP can talk about this at the public meeting and add it to the website under FAQs with a definition and description. Upload and Download speeds are equal basically. Right now Comcast can't do this. Frontier says they can and they have work arounds, but they really can't, there is no guarantee. Our network will have equal Upload and Download speeds, this is another selling point.

Theresa asked about what the number looks like for us to reach 60% buy-in. We believe this is around 2000 homes and businesses. Nicole thinks this may be in the feasibility report, she will check.

Flyers

Craig will print them at Town Hall on 8.5x11 paper in color. We will print 100 each of the 4 demographics for a total of 400 for the public meeting

More will be made for Election Day and other opportunities for public distribution.

We have the logo and QR codes to create door hanger and yard signs moving forward. EP can help us with this as well.

Website

Everyone loves it.

Adding the DEEP website link to the website under FAQ is agreed to, Laurel will send Devin the link and a blurb to add to the website.

Election Day Campaign

Tom needs people to work the table that day. Several of us weighed in and further collaboration with Tom will occur as we get closer.

Banner versus tablecloth discussion ensued. Banners are difficult to hang. We should get a quick turn around with a printing service to get a tablecloth in time.

We need a tent. Tom will put out feelers.

Technical discussion with Devin

Long discussion with slides around the subscriber portal began. Bruce brought up an important concern about the origins of our network hub. Some large cities can have this but rural places often have to have these far away. It begged the point of interruption to service if there was some catastrophe. We discussed this along with historical experiences like municipal plumbing as being threatening at first, but now everyone has it and it works fine and gets repaired as needed. Otherwise setting up a home subscription is much like going to a hotel and signing into their internet. More details to come as we get closer to building this, that part of the implementation campaign will kick in.

Meeting adjourned 2:30, motion made by Laurel

Next Meeting

November 3, 2023, 1pm

Public Meeting October 26, 2023